

SUPPLEMENT NO.1 - RECENT INSTALLATIONS OF
ATLANTIC TERRA COTTA

A.I.A. File No. 9C

**WALL
UNITS**

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WALL UNITS of Atlantic Terra Cotta

NEW . . . modern in every respect, this most recent product of the Atlantic Terra Cotta Company is being enthusiastically received everywhere by Architects, Owners, Builders, Building Managers and others who have to do with the design, construction or maintenance of any type of building.

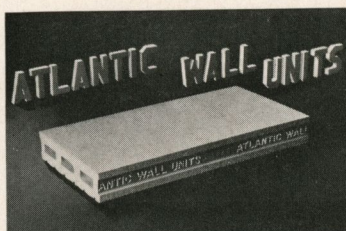
ATLANTIC WALL UNITS possess every quality attribute of hand-made Atlantic Terra Cotta, but because they are mechanically made on a quantity production basis, there is a price advantage never before associated with Terra Cotta units. Atlantic Wall Units are available in rounded as well as flat shapes, in base and moulding designs and in all desired surface finishes and colors including the unlimited Abbochrome range, a few examples of which will be found elsewhere in this booklet.

INSTALLATION costs, too, are lowered, for Atlantic Wall Units are easy to handle and their comparatively large sizes (8 x 16" and 9 x 14") mean fewer pieces to set in order to face a wall. The four sides of each unit are accurately ground to size and because of this, the jointing scheme is always even and artistic but with an interest and variety that a plain surface could never have.

MAINTENANCE costs also are kept at an absolute minimum because their glazed surface resists corrosion, and is impervious to the effects of grease, water, heat and cold. They are not easily soiled, but when they become so, they can be quickly cleaned with ordinary soap and water and, like all Atlantic Terra Cotta, they are extremely fire resistant and absolutely permanent.

ATLANTIC WALL UNITS are being used with great success in office buildings, schools, hospitals, in fact in almost every type of building. A few installations are shown in the proceeding pages.

ARCHITECTS, Builders and Specification writers are invited to write for our catalog of ATLANTIC WALL UNITS, a technical book illustrating ashlar blocks, base pieces, interior and exterior mitres, cappings, jambs, sills and lintels with their various bonds and backings.



The words "Atlantic Wall Units" are imprinted in all mechanically made tile produced by this company. Look for this mark of identification, it is your guarantee of excellence.

Notice the texture, the perfectly squared corners and the accurately ground sides of the typical wall unit shown above.



CAREW TOWER

Cincinnati, Ohio

W. W. Ahlschlager, *Architect*
Delano & Aldrich, *Associates*
Starrett Bros., Inc., *Builders*

THE CAREW TOWER is a particularly fine example of the use of Atlantic Wall Units in office buildings. Forty stories of this impressive addition to Cincinnati's skyline are lined completely with this new material, as are the entrance and exit lobbies of the garage which this building also houses.

THE COLOR in the corridors, our No. 5500-V, a mottled tan and cream, rich and cheerful with a high coefficient of light diffusion is also very suitable for use in schools and public buildings. Maintenance costs on an installation of this type are kept at an absolute minimum. Walls of Atlantic Wall Units never need renovating because, literally, they last forever.

in Office Buildings



CAREW TOWER
Cincinnati, Ohio

W. W. Ahlschlager, *Architect*
Delano & Aldrich, *Associates*
Starrett Bros., Inc., *Builders*

VIEW of typical elevator lobby. Note the black base units and the rounded units at the top designed to carry conduits for wiring.

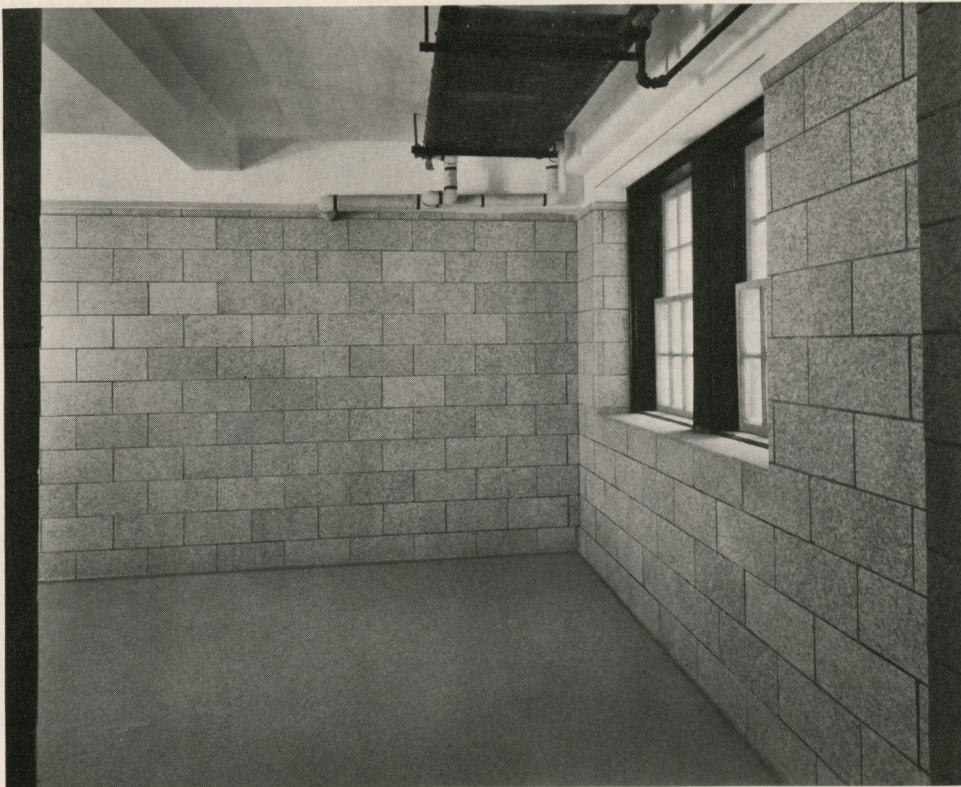


DETAIL of wall section showing the texture, tone and pleasing jointing scheme of this extremely beautiful and practical installation.

THE CAREW TOWER BUILDING is one of Cincinnati's largest office buildings and besides its 40 stories of offices, it houses a hotel of 732 rooms and a garage. The entrance lobbies of the garage are also lined with Atlantic Wall Units.

A TYPICAL CORRIDOR in the Carew Tower. Notice the subtle diffusion of light and the cheerful, attractive tone throughout its entire length.





**MUNICIPAL AND MAGISTRATES'
COURT BUILDING**

Ridgewood, Brooklyn, N. Y.

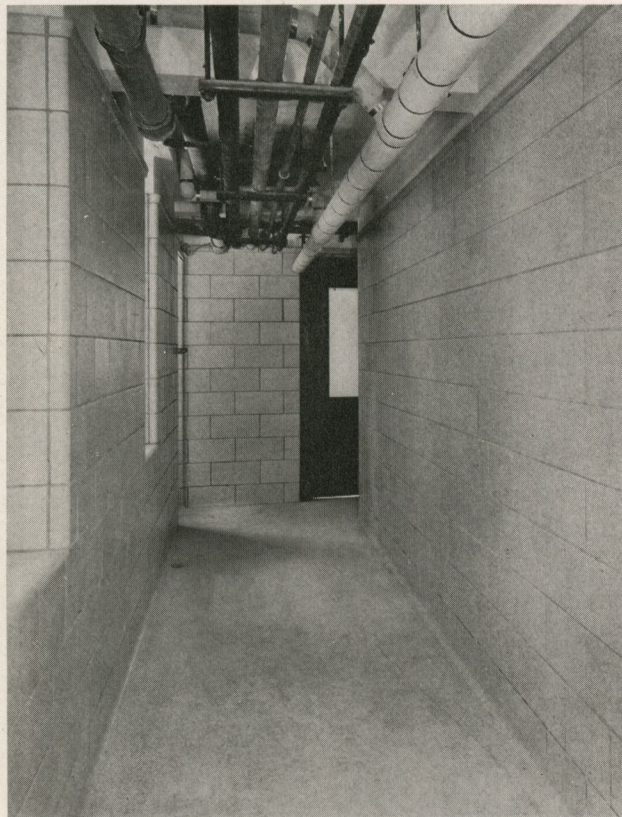
Thomas C. Rogers, *Architect*

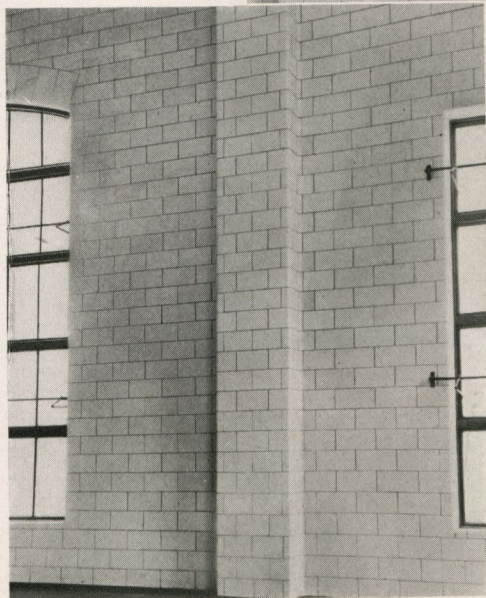
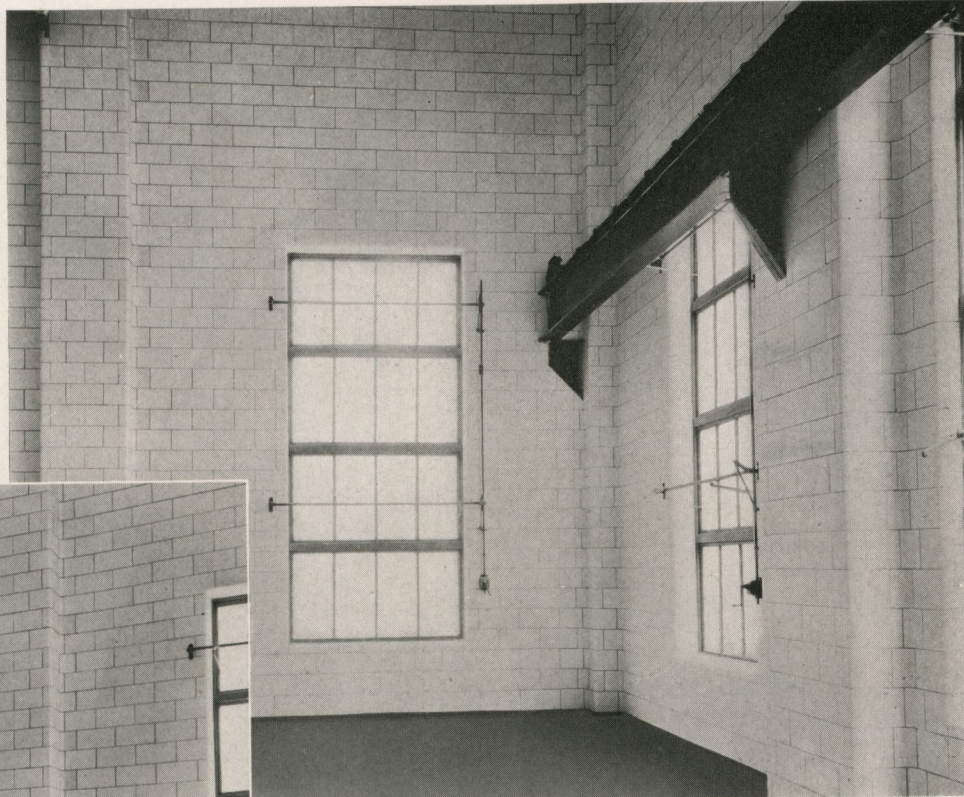
B. F. Butler, *Builder*

THE ILLUSTRATION above shows a corner of one of the Detention Rooms in the Municipal and Magistrates' Court Building. This very attractive wall unit installation is in our Abbochrome color, No. 1420-V, a mottled tan and buff.

THE SANITARY and fireproof qualities of Atlantic Wall Units, as well as their low cost, make them especially appropriate for installations in any type of public building. Atlantic Wall Units when reinforced with steel, can be used advantageously in jail and penitentiary cells and corridors. In such a manner they are used for the Delaware County Jail in Concordville, Pennsylvania. George S. Idell, *Architect*.

AT RIGHT is shown a part of one of the corridors in the Municipal and Magistrates' Court Building.





AMERICAN MUSEUM of NATURAL HISTORY

New York City, N. Y.

Trowbridge & Livingston, *Architects*

M. F. Kelly Building Corporation, *Builders*

A CORNER of Dynamo Room of the Power and Service Building. This and other large rooms were lined completely with Atlantic Wall Units, white glazed color No. 1000-B.

WHITE GLAZED Terra Cotta is particularly appropriate for installations of this type and has been used in many other factories, laboratories and power plants.

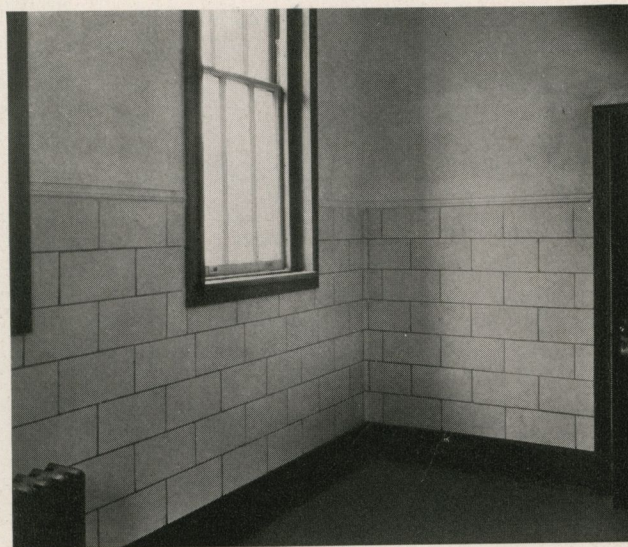
FIRE HOUSE

Bronx, New York City

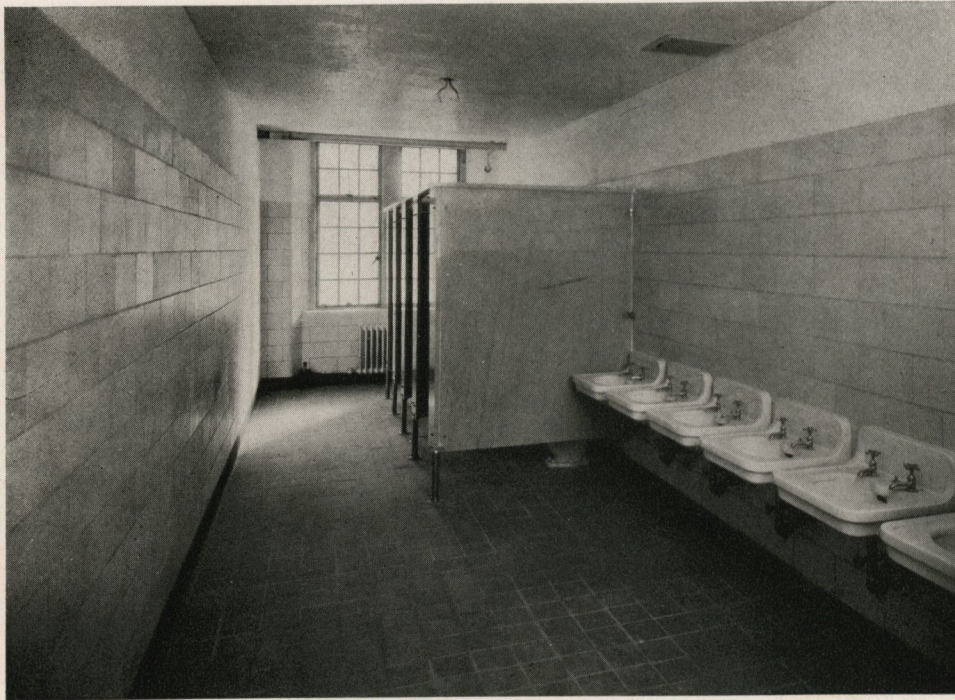
John R. Sliney, *Architect*

Castor & Castor Const. & Eng. Co., Inc., *Builders*

A CORNER of a recreation room in one of the many firehouses throughout New York City in which white glazed Atlantic Wall Units have been extensively used. In this instance the oil room and coat rooms are also of Atlantic Wall Units.



in Schools and Colleges



U. S. MILITARY ACADEMY—WASHROOM
West Point, New York

Arnold W. Brunner Associates, *Architects*

ALTHOUGH not of mechanically made Wall Units (as this installation was erected before the present method of manufacture was perfected), the Cadets' Mess Hall, West Point, is an extremely large installation and includes kitchens, dining-rooms, cold storage rooms, bakery, corridors and other items as well as lavatories, one of which is pictured above. The color is our No. 1025-A.

UNION UNIVERSITY LAW SCHOOL
Albany, New York

Fuller & Robinson, *Architects*
James J. Finn & Son, *Builders*

THIS BEAUTIFUL installation of Atlantic Terra Cotta consists of corridors throughout the building, as well as the auditorium. These Wall Units were not mechanically made, as this installation also was finished before the perfection of our new process. The color is Abbochrome No. 1413-V.





NEWTOWN HIGH SCHOOL • Elmhurst, N. Y.

W. C. Martin, B. of E., *Architect*
Royal-Rice Co., Inc., *Builders*

A DETAIL of the above installation showing texture and a decorative capping of Atlantic Wall Units.



THE CORRIDORS of this new, large school are lined with three shades of Abbochrome No. 1418-V. The slight variety in tone, natural to the Abbochrome treatment in Terra Cotta is so attractive that in this case it was purposely accentuated.

ATLANTIC WALL UNITS are being used in school buildings throughout the country, for corridors, lavatories, classrooms, cafeterias and in gymnasias and swimming pools. They are cheerful, sanitary, fire resistant and very durable.

OTHER SCHOOLS using Atlantic Wall Units are:

Franklin School, Rochelle Park, N. J.
W. G. Bartels, *Architect*

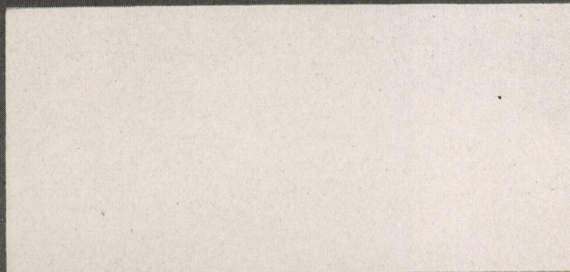
School No. 1, Somerville, N. J.
School No. 4, Fanwood, N. J.
John N. Pierson & Son, *Architects*

Nathan Hale School, Carteret, N. J.
Simons & Sheridan, *Architects*

Berkeley Terrace School, Irvington, N. J.
Victor H. Strombach, *Architect*



5520-4



1000



1421-V



1427-V

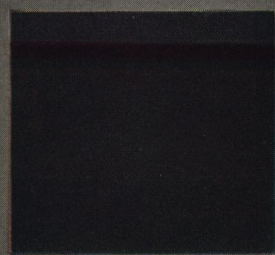


1422-V



5220-5

Reversible
Cap or Base Unit



2141-A

COLOR . . . unlimited color in every possible shade, in flat tones or mottled tones (Abbochrome) in matt or semi-glazed or lustrous glazes . . . is one of the advantages of Atlantic Terra Cotta. The colors shown on these pages are suggestions only, it would be impossible to show the full Atlantic line.

"Abbochrome" is a trade name descriptive of a process invented and controlled by the Atlantic Terra Cotta Company. With this method any number of colors can be automatically applied in harmonious combinations. Our list of possible colors is being increased daily through experiment in our Research Laboratories at our Plant in Perth Amboy, N. J.



1426-V



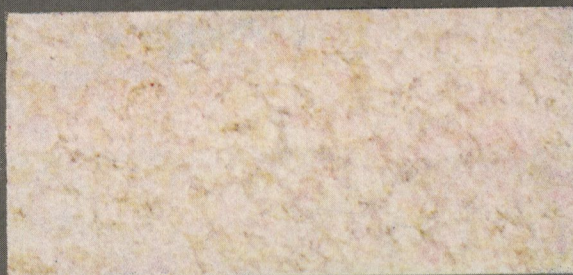
5500-V



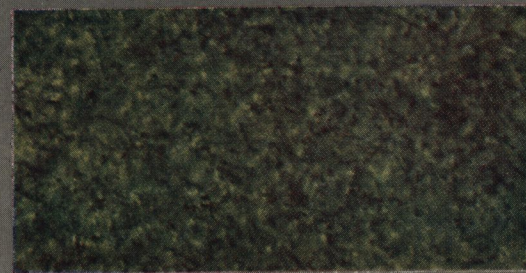
1418-V



1420-V



1425-V

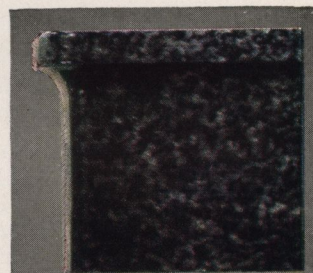


1423-V

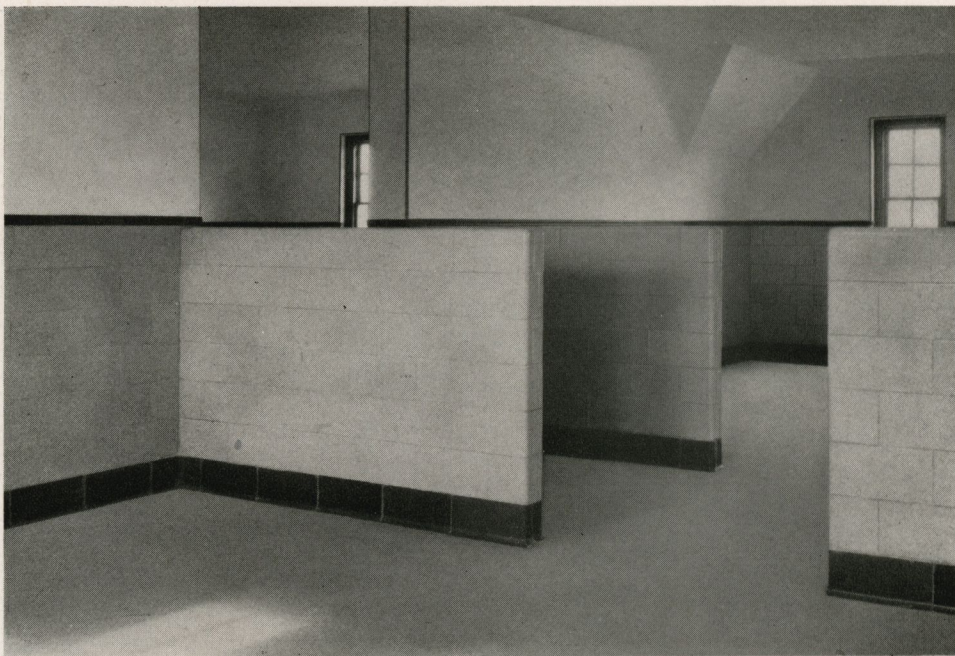
THE GLAZES used on Atlantic Wall Units are identical with those used on Atlantic Terra Cotta. Atlantic glazes are fired at about 2,300° Fahrenheit, a temperature higher than is used in any other clay building material and so, more nearly approaching porcelain, the highest standard of ceramic production. At this temperature little difficulty is met with in producing an unlimited range of colors and glazes that are absolutely permanent.

The essential purity and refinement of Atlantic glazes, together with the agreement and unity of glaze and body, are recognized as one of the triumphs of the ceramic art.

Reversible
Cap or Base Unit



5481-AV



NEW JERSEY STATE HOSPITAL

Hillsdale, New Jersey

Designed by Department of Institutions and Agencies
Division of Architecture and Construction

Geo. H. Evans, Inc., *Builder*

ATLANTIC WALL UNITS are available in an unlimited range of cheerful and restful colors, particularly adapted to hospital lobbies, corridors, wards, kitchens and, in fact, wherever a sanitary and absolutely fire resistant wall facing is desired.

ATLANTIC WALL UNITS reflect light softly and clearly without glare. Ordinary washing with soap and water is the only maintenance necessary throughout the course of years.

A PARTIAL list of hospitals in which Atlantic Wall Units are extensively used is:

Pilgrim State Hospital, Pine Aire Station
Suffolk Co., Long Island, N. Y.

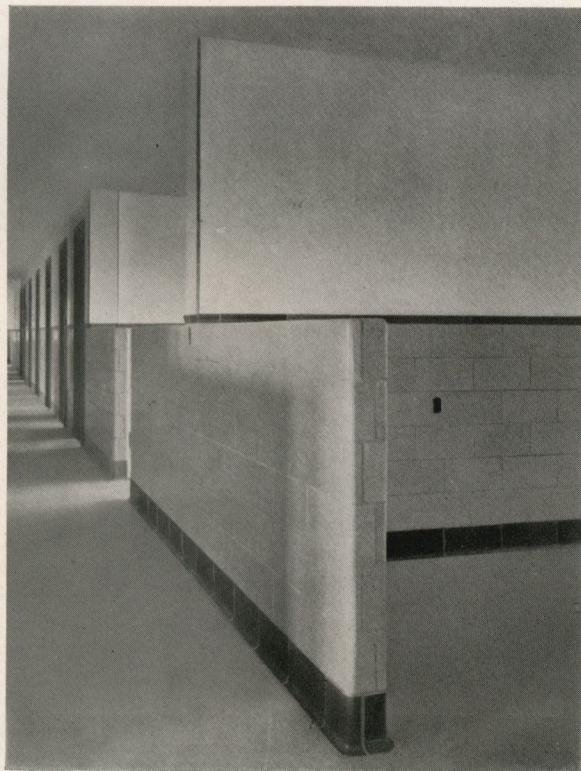
Wm. E. Haugaard, *Architect*

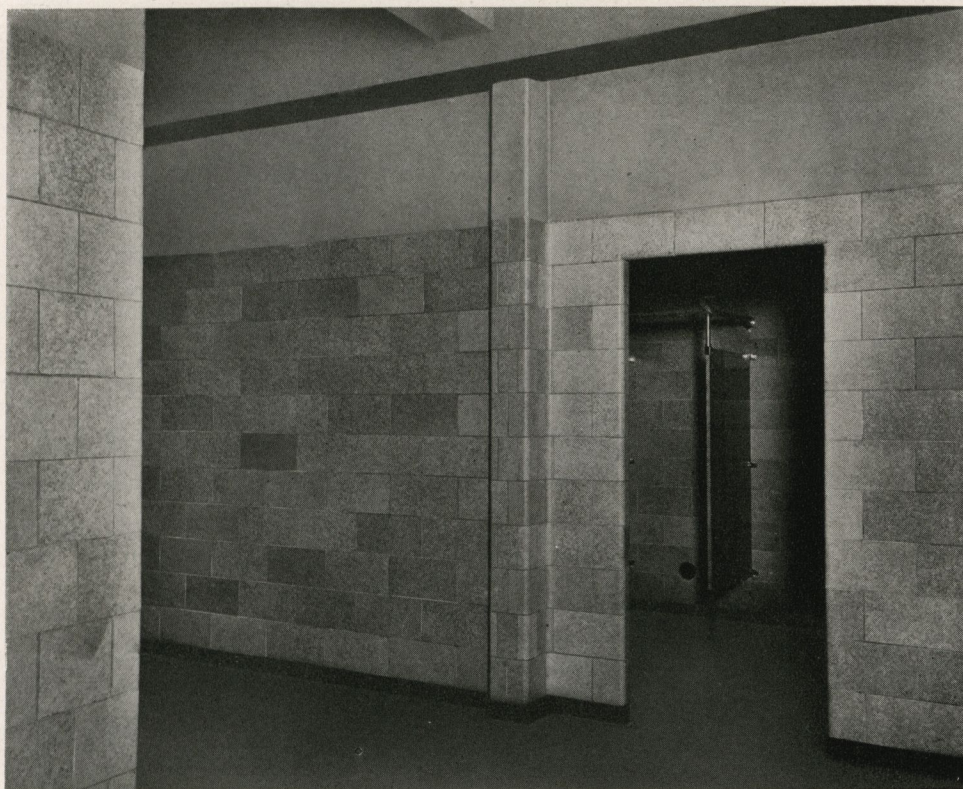
Hospital for Contagious Diseases
Springfield, Mass.

Kirkham & Parlett, *Architects*

Women's Reformatory, Howard, R. I.

Thos. J. Hill Pierce, Inc., *Architect*

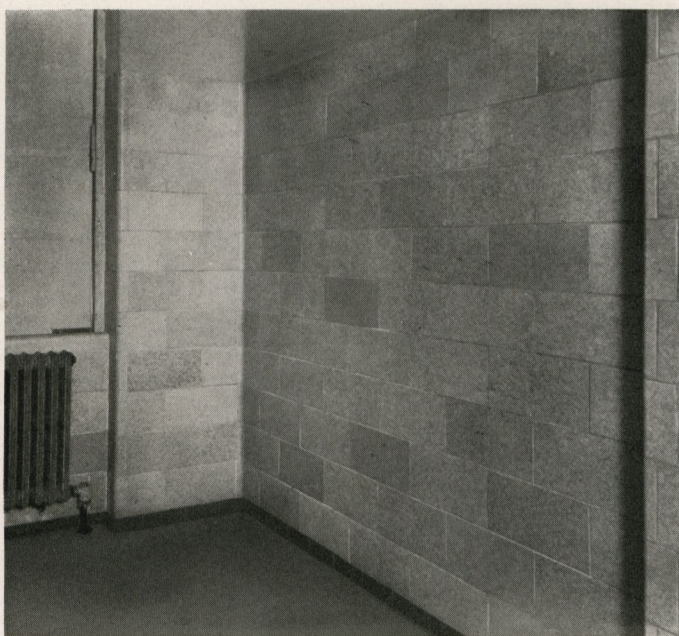




BROOKLYN STATE HOSPITAL

Creedmore Division, Queens, L. I.

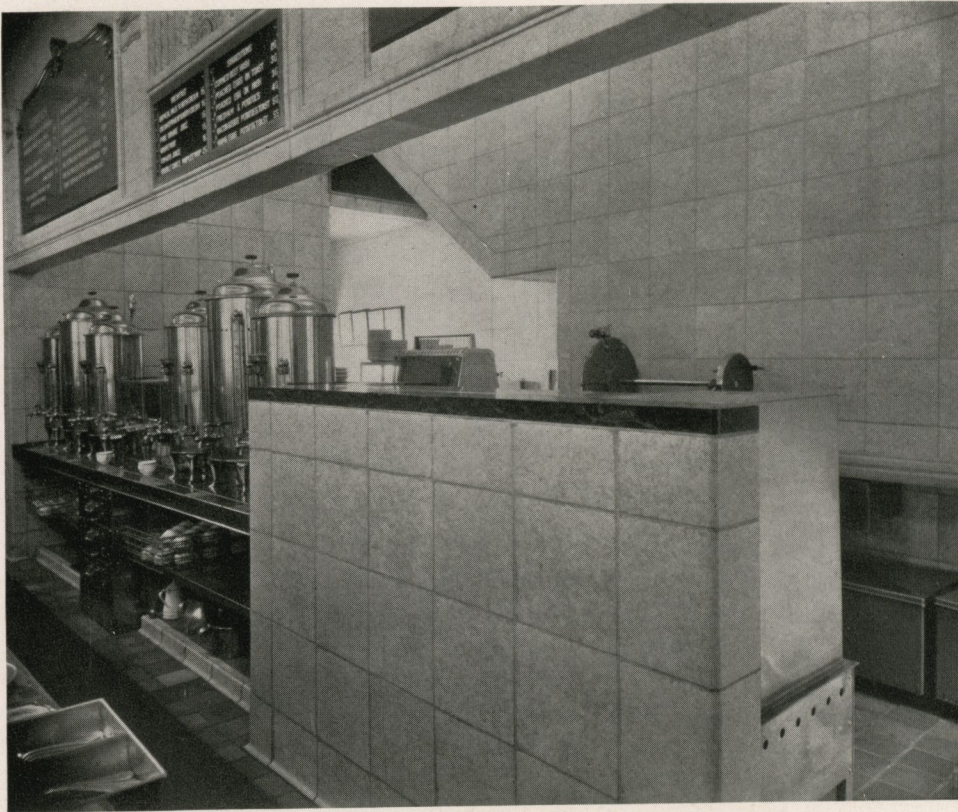
Wm. E. Haugaard, Commissioner of Architecture New York State, *Architect*
Seglin Construction Co., Inc., *Builders*



THIS is an exceptionally large application of Atlantic Wall Units and their many advantages are used very wisely. The above illustrates a corridor and a shower room. In this installation the slight variation in all Abbochrome colors was intensified in order to add a further interest to the walls.

COLOR IS *now* being extensively used in psychopathic treatment and the fact that Atlantic Terra Cotta Wall Units are obtainable in any desired color is causing them to be installed in the modern hospitals for wards and private rooms as well as in corridors, operating rooms, laboratories and kitchens.

in Restaurants



BICKFORD RESTAURANT, 45th Street and Lexington Avenue, N. Y. C.

Stuckert & Co., *Architects*

Gillies, Campbell Co., *Builders*

HERE AGAIN sanitation was the prime factor in the selection of Atlantic Wall Units for this very modern cafeteria. Lined throughout with Atlantic Wall Units and with decorative touches of our handmade Terra Cotta in polychrome, this installation presents a very attractive and cheerful appearance. The exterior of this building which is on a prominent corner, is also entirely of Atlantic Terra Cotta.

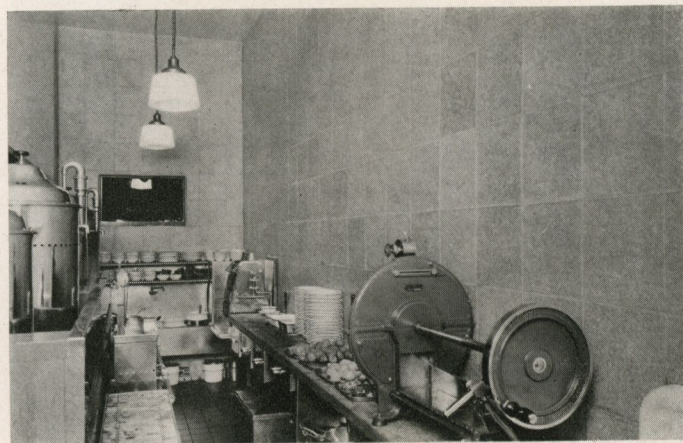
BICKFORD RESTAURANT

556 Seventh Avenue, New York City

Stuckert & Co., *Architects*

Kuhn, Smith & Harris, Inc., *Builders*

THE SERVING room and dish washing room of this well known cafeteria are also of Atlantic Wall Units. Bright, cheerful and easy to clean this material is the obvious facing for such rooms.



S & W CAFETERIA

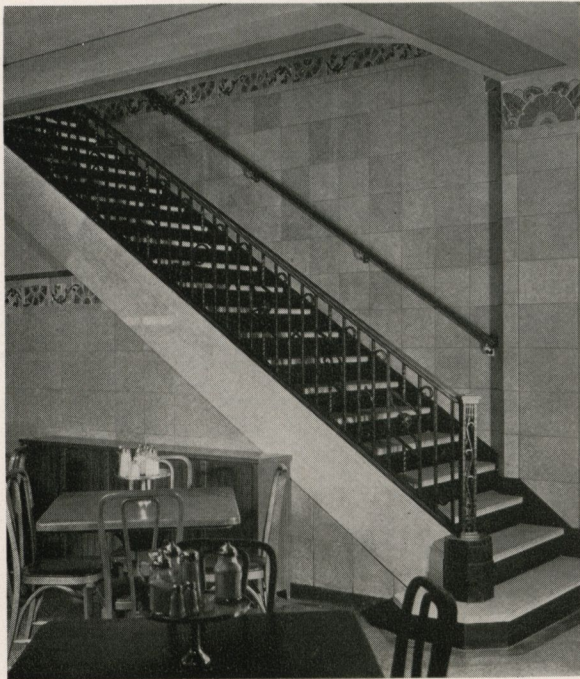
Asheville, North Carolina

Douglas D. Ellington, *Architect*
The John M. Geary Co., *Builders*

**HORN & HARDART
CAFETERIA**

122 Pearl Street, New York City

F. P. Platt & Bro., *Architects*
T. J. Murphy Co., Inc., *Builders*



THE ABOVE illustration shows a very effective combination of Atlantic Wall Units with handmade Atlantic Terra Cotta. The pattern effect in the center of the piers consists of tile 12" high and 8" broad. Interlocking tiles of this type, as well as in diamond shape, are also available in Atlantic Wall Units. They can be made inexpensively and set easily and quickly. The ceiling beams of this installation are decorated with Terra Cotta in lustrous gold. The body color of the walls is of several tones of buff with an occasionally contrasting unit of polychrome.

THE ILLUSTRATION at the left shows another interesting combination of Atlantic Wall Units and handmade Atlantic Terra Cotta. The Horn & Hardart Company have used considerable Atlantic Terra Cotta for both the interiors and exteriors of the majority of their recent developments.

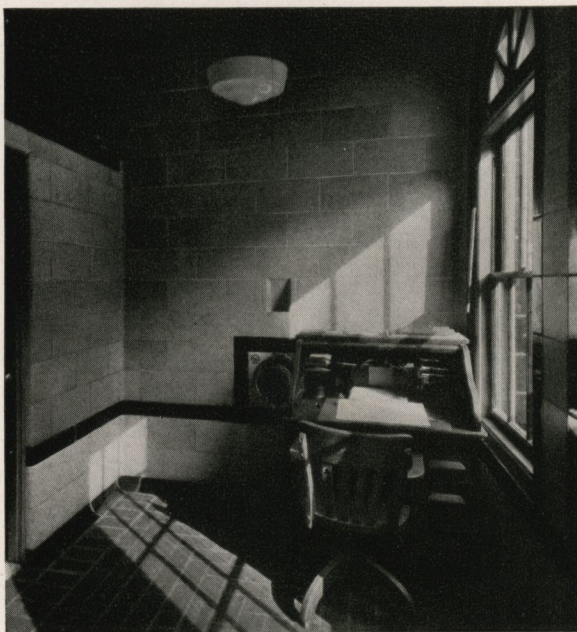


FIRST NATIONAL PETROLEUM COMPANY GASOLINE STATION
Lafayette and Bleecker Sts., New York City, N. Y.

F. H. Klie, *Architect*

Wm. T. Moore Co., Inc., *Builders*

THIS VERY up-to-date gasoline station in a combination of Atlantic Wall Units and an intricate pattern of handmade Terra Cotta has attracted considerable interest in this busy section of downtown New York. A service station of Atlantic Wall Units always is attractive as it can be easily kept clean and their glazed surface is impervious to the action of greases and weak acids.

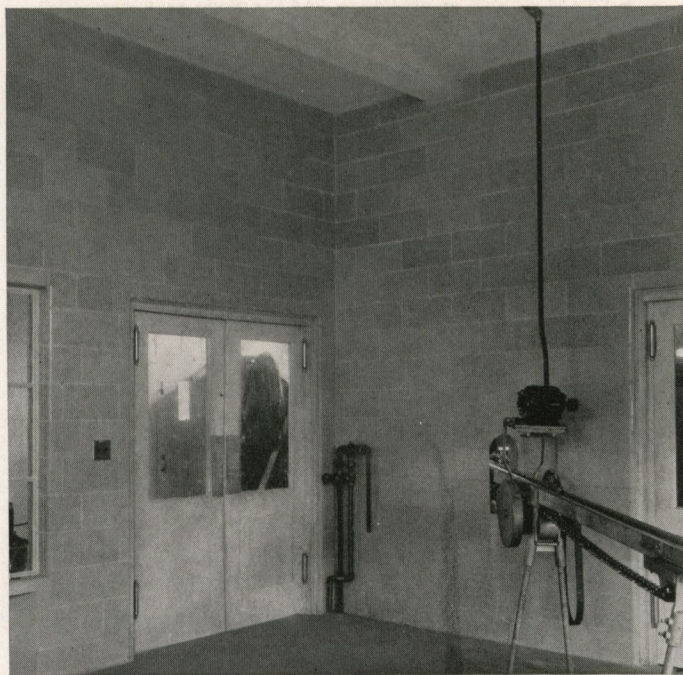


THE ABOVE illustration shows a section of the interior of this service station. The color throughout is our Abbochrome No. 1418-V, contrasted with bands in black glaze.

THE ILLUSTRATION at the right shows the possibilities for partition work in this material, as well as its adaptability for use in lavatories.



in Dairies, Etc.



ROCKWOOD DAIRY

Princeton, New Jersey

Clifford D. Quick, *Architect*
Potts & Potts, *Builders*

THE ARCHITECT very wisely selected Atlantic Wall Units for the lining of this very modern dairy. Sanitation is always the prime factor in such buildings and Atlantic Wall Units are one of the most sanitary facing materials available. The color is our No. 5479-V.

Handmade Architectural Terra Cotta

is, of course, the chief product of the Atlantic Terra Cotta Company. The manufacture of mechanically made Wall Units is an important new division, but the reputation of this company was built on the quality of its handmade Terra Cotta for all types of exterior and interior purposes.

ATLANTIC ARCHITECTURAL TERRA COTTA is always being extensively used for the entire facing of buildings and for spandrels, parapets, decorative cornices and inserts and in all cases where beauty of color or extensive modeled design is wanted.

SPECIFIC INFORMATION regarding the use of Atlantic Terra Cotta in any particular field can be secured by communicating with the nearest office listed below.

THIS COMPANY also manufactures reproductions of authentic Tudor and Elizabethan chimney pots as well as garden pottery, fountains, etc., that are exact duplicates of rare and artistic Grecian and Etruscan pieces.

ATLANTIC TERRA COTTA CO.

19 West 44th Street, New York City, N. Y.

ATLANTA TERRA COTTA CO.

Glenn Building, Atlanta, Ga.

BRANCH OFFICES: Newark, N. J. Philadelphia, Pa. Dallas, Texas
FACORIES AT: Tottenville, N. Y. Perth Amboy, N. J. Rocky Hill, N. J. East Point, Ga.



ATLANTIC TERRA COTTA COMPANY

19 West 44th Street, New York, N. Y.

ATLANTA TERRA COTTA CO.

Glenn Building, Atlanta, Ga.

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